

1        **CACHING ADVERTISING INFORMATION IN A MOBILE TERMINAL TO**  
2        **ENHANCE REMOTE SYNCHRONIZATION AND WIRELESS INTERNET**  
3        **BROWSING**

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5        **ABSTRACT OF THE DISCLOSURE**

6        A method and apparatus are disclosed for transmitting advertising information comprising  
7 a plurality of banner ads to a mobile terminal over a first connection during a synchronization  
8 session and storing the advertising information in a local memory of the mobile terminal. A web  
9 page is transmitted to the mobile terminal over a second connection, wherein the web page  
10 comprises web page content including a banner ad display area for displaying a banner ad. During  
11 a first time interval, a first one of the banner ads is retrieved from the local memory and the web  
12 page content is displayed on the screen of the mobile terminal together with the first one of the  
13 banner ads in the banner ad display area. During a second time interval, a second one of the  
14 banner ads is retrieved from the local memory and the web page content is displayed on the screen  
15 of the mobile terminal together with the second one of the banner ads in the banner ad display  
16 area.